



ORDER

Flight Dates **10/05/12-10/11/12**

Contract / Revision **311585 /**

Original Date / Revision
09/19/12 09/25/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **3217**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 7% Market Value 241428

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	16%	38628
KPNX	18%	43457
KPPX	%	0
KSAZ	23%	55528
KTVK	30%	72428
KTVW	%	0
KUSK	%	0
KUTP	6%	14485
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	34	\$14,365.00	\$16,900.00	0.00
Totals	34	\$14,365.00	\$16,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/11/12	34	\$14,365.00	\$16,900.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/05/12	10/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$450.00		0.00			
E 2	KNXV	10/08/12	10/11/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---			4		\$450.00		0.00			
E 3	KNXV	10/07/12	10/07/12		CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



KNXV

Print Date: 09/25/12

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Contract / Revision **311585** Flight Dates **10/05/12-10/11/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/25/12

Order Sep 00:13:00

Advertiser **NRCC IE**

Product **NRCC IE 2012**

Estimate # **3217**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				SU 4pm-430pm										
				SU 4pm-430pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$250.00		0.00					
E 4	KNXV	10/05/12	10/05/12	M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00
				M-F 6pm-630pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	----F--	1		\$1,200.00		0.00					
E 5	KNXV	10/08/12	10/11/12	M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	3	\$1,200.00	FX	0.00 NM	3	\$3,600.00
				M-F 6pm-630pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWT---	3		\$1,200.00		0.00					
E 6	KNXV	10/05/12	10/05/12	M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,090.00	P-2	0.00 NM	1	\$1,090.00
				M-F 630pm-7pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	----F--	1		\$1,090.00		0.00					
E 7	KNXV	10/08/12	10/11/12	M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,090.00	P-2	0.00 NM	4	\$4,360.00
				M-F 630pm-7pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWT---	4		\$1,090.00		0.00					
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
8		KNXV	10/08/12-10/14/12	M-F 630pm-7pm	630pm-7pm		MTWTh-----	:30	(\$1,090.00)	0.00	NM			
See MG 7.9														
[na due to program change preempt rv 9/19]														
9		KNXV	10/11/12-10/11/12	Prime News	8p-9p		---Th-----	:30	\$1,090.00	0.00	NM			
Ⓜ MG for 7.8 10/11														
E 10	KNXV	10/07/12	10/07/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
				10pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$1,400.00		0.00					
E 11	KNXV	10/05/12	10/05/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	----F--	:30	2	\$200.00	P-3	0.00 NM	2	\$400.00
				Jimmy Kimmel										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	----F--	2		\$200.00		0.00					
E 12	KNXV	10/08/12	10/11/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	MTWT---	:30	8	\$200.00	P-3	0.00 NM	8	\$1,600.00
				Jimmy Kimmel										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWT---	8		\$200.00		0.00					
E 13	KNXV	10/05/12	10/05/12	M-F 1206am-1236am	CM	1206am-1236am	----F--	:30	1	\$100.00	P-2	0.00 NM	1	\$100.00
				M-F 1206am-1236am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	----F--	1		\$100.00		0.00					
E 14	KNXV	10/08/12	10/11/12	M-F 1206am-1236am	CM	1206am-1236am	MTWT---	:30	4	\$100.00	P-2	0.00 NM	4	\$400.00
				M-F 1206am-1236am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWT---	4		\$100.00		0.00					
E 15	KNXV	10/08/12	10/11/12	M-F 5-6am	CM	5am-6am	MTWT---	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
				M-F 5-6am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWT---	1		\$150.00		0.00					
E 16	KNXV	10/08/12	10/11/12		CM	430-5am	MTWT---	:30	2	\$50.00	P-3	0.00 NM	2	\$100.00



KNXV

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**KNXV-TV
PHOENIX**

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Hiatus Dates

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Order Sep 00:13:00

Advertiser **NRCC IE** Product **NRCC IE 2012**

Estimate # **3217**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 430-5am										
				M-F 430am News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWT---	2		\$50.00		0.00					

*Tax 1 Note: Tax 0.5%. Totals 34 \$16,900.00